



CENTER CITY AUTHORITY MARKETING COMMITTEE MEETING

Minutes

Wednesday, January 7, 2015, 8:15 A.M.

Conference Room B, Midland City Hall

Attending: Schloemann, Ginis, Seaman, Retzliff

Staff Attending: Selina Tisdale

Ginis moved, seconded by Seaman that the December 4, 2014 CCA Marketing minutes be approved. Minutes were unanimously approved

Discussed the specifics for a January gathering to talk about the need and role of Center City section leaders and rollout of the CC Façade Improvement Program.

- Date: ~~Wednesday, January 21 (confirmed)~~ → revised date to **January 28** due to Chamber Connection being on Jan. 21
- Place: Amish Reflections
- Time: 6-6:30 pm hors d'oeuvres and mixer
6:30 pm Presentation
 - **Section Leader Program – with up-to-date info on sections with leaders, where we could use help and review of responsibilities**
 - **Façade Improvement Program Overview, Q&A**
- Content: Introductions, quick pitch on section leader program, review façade program
- CCA will provide the food
- Looking for a beverage sponsor (wine, beer, soft drinks)
 - **Will invite businesses to sign up as food / bev sponsors as part of invite <\$100 value, estimate.**
- Prep Timeline
 - **4:30 p.m. setup – tablecloths, name tags (Tisdale)**
- Collateral
 - **FIP Guides**
 - **CCA Events Calendar**
 - **Center City Welcome Packet**
 - **Sign up mechanism to capture emails**

Discussed the Welcome Packet. Schloemann suggested we make it more welcoming by asking CC businesses to submit a coupon (non-expiring) for new businesses to use – getting them into meet other CC businesses. This will be a good project to take on following the Q1 meeting.

Revisited the discussion on the desire to hold a Carnival Days type event in CC.

Reviewed and adjusted the 2015 CCA Events Planning calendar

Tisdale will email the current list of contacts for the district and areas we are lacking.

Tisdale will try to obtain pricing estimates for February's 2015-16 Budget discussions:

- replacement of the current Tyvek Center City banners;
- Center City window clings;
- Website – cost to build new, pros/cons working with city site;
- include costs to change out seasonal banners;
- renewal of GLB advertising?

Reviewed the social media stats. The "+ 125" number in the CCMonthly subscribers stat represents those CC businesses that subscribe to CCMonthly. So in January we had 444 general subscribers + 125 CC businesses that subscribe to the email.

Adjourned: 9:25 a.m.

Next meeting will be on Thursday, Feb. 5, 8:15 a.m.